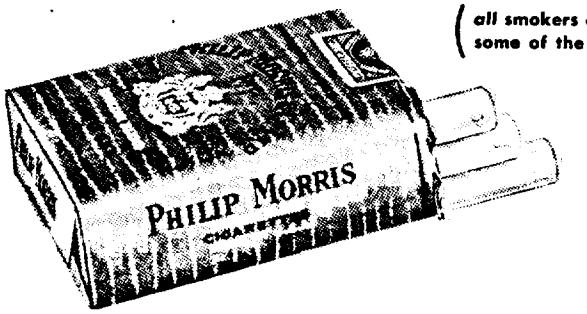
YOU DO INHALE—

that's why THIS is so vital!

(*all smokers do— some of the time*)



REAL PROTECTION—PLUS FINER PLEASURE ALWAYS

HERE'S what happens when you inhale. *Smoke comes much more in contact with nose and throat passages . . .* and exposure to irritation naturally *increases.*

So it's wise to know the *facts* about *your* cigarette.

Here's what eminent doctors found out about five leading cigarettes:

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Many smokers don't even know it—but *all* smokers inhale some of the time.

That's why you need Philip Morris' superiority for the nose and throat—*recognized by eminent medical authorities!* No other cigarette can make that statement.

CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

Today they cost no more than ordinary popular-price cigarettes!

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